



Corona del Mar Business Improvement District Board Meeting Minutes October 24, 2013 CdM Chamber of Commerce Offices

Board Members Present:

Bernie Svalstad, Scott Palmer, Scott Laidlaw, Tom Nicholson and Keith Dawson

Board Members Absent:

Jim Walker (one open seat)

Ex Officio:

Bob Quaid - BID Administrator
Mary Locey – BID Coordinator

Guest(s):

Nancy Gardner (Newport Beach City Council) , Ron Yeo, Linda Leonhard (CDM Chamber), Jessica Prause (New Port Theater), Amy Senk (CDM Today), Brad Sommers (Public Works Dept – City Of Newport Beach), Michael Pilsitz (CDM Residents' Assoc.) , Stacy Jordan (Dekra-Lite), Alan Brandenburger (Bike Share) and Jim Mosher (Resident).

1. **Call to Order at 7:33 a.m.**
2. **Roll Call**

The Chairman called the roll and determined that a quorum was in place. Those present introduced themselves.

3. **Public Comments**

Ron Yeo commented that the City's General Services Department should take a proactive role in replacing diseased or dead trees along PCH.

4. Approval of Minutes

MOTION:

Scott Palmer moved to approve the Minutes of the September 26, 2013 meeting as written. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

5. Current Business

A. BID Chairman Report

Bernie Svalstad reported that Sherman Gardens is planning a memorial in memory of Wade Roberts and that recognition on Sherman Gardens' donor wall and/or a commemorative plaque is being considered. Bernie added that John at Sherman Gardens acknowledged the poor condition of Sherman Gardens' tree wells and indicated that they would be replanted.

B. City Council Report

Nancy Gardner reported that General Plan Amendment Committee met and has identified the areas of the general plan to be considered/reviewed. She added that the traffic plan/report will be considered as part of the general plan review. Nancy reported that the Coastal Commission is generally "uncomfortable" with removing the business district on the south side of PCH from its jurisdiction but that further meetings are planned. Nancy added that the Coastal Commission committed to better communication with the City with respect to submissions to reduce the amount of resubmissions thereby reducing approval time. Nancy reported that expansion of Newport Center is being considered, including replacing Design Plaza with residential units. Nancy reported that the public seems to be coping reasonably well with the water main replacement project.

C. Administration & Financial Report

City Accepting Applications for Open Board Seat for CDM BID – Procedure Update

BID Coordinator Mary Locey reported that the City is accepting applications to fill the CDM BID vacant board seat and that an advertisement was placed in the Daily Pilot newspaper on October 19, 2013 announcing the vacancy and describing the application process. She noted that October 29, 2013 is the application deadline. A discussion followed on whether a special BID executive board meeting should be held by November 20, 2013 for the BID board to vote on its recommendation to fill the open seat. Jim Mosher questioned eligibility requirements to serve on the BID board in that the Bylaws require business owners without addressing businesses owned by corporations. A discussion followed regarding whether corporations can designate representatives to serve on the BID board. Scott Palmer indicated that he and Bob Quaid would look into the issue and would report back.

BID Financial Reports - Scott Palmer reported that there is presently \$123,280 cash on hand with accounts receivables in the amount of \$215,000. He noted that accounts receivable are reported on an accrual basis such that the accounts receivable total includes past due billings. Scott reported that \$109,000 has already been received from the current billing which is \$3,000 more than was budgeted. Bernie asked if Matt Lenton or someone else from Whittaker & Associates could attend the BID board meetings so that changes in budget items could be communicated and tracked. Mary Locey responded that attendance at BID board meetings is not in Whittaker & Associates' contract. Bob Quaid indicated that he would communicate with Matt Lenton regarding budget changes so that the financial statement would accurately reflect the BID's finances.

MOTION:

Scott Palmer moved for approval the financial report as of September 30, 2013. Tom Nicholson seconded and the Motion was approved by unanimous vote.

Council Results for Ordinance to Waive Penalties and Interest on Collection of Delinquent Assessments . Mary Locey reported that the City Council approved the first reading of the ordinance allowing for an amnesty period for the payment of delinquent BID assessments without having to pay a penalty. She indicated that a public hearing would be held on November 12, 2013 and that, if approved, the BID Penalty Amnesty Program shall commence upon the effective date of the ordinance adopting the Amnesty Program and shall terminate on the close of business on February 28, 2014.

Nov/Dec Meeting Date – Proposed Dec 5th. A discussion of combining the November and December BID board meeting took place and whether December 5th would be an appropriate date for the November/December meeting

MOTION:

Scott Palmer moved that BID board meeting for November and December be combined and that the meeting take place on December 5, 2013. Keith Dawson seconded and the Motion was approved by unanimous vote.

D. City Requests for Proposals for BID Support and Services Update

Administrative Support Services . Mary Locey briefly described the transition of Bob Quaid of Willdan Financial Services into the BID Administrator functions. Linda Leonhard will be working closely with Bob to provide assistance and information during his transition. Among other things, Bob will be responsible for taking minutes at future BID meetings.

Dekra-Lite Décor Options for Approval. Stacey Jordan from Dekra-Lite reported that Dekra-Lite's contract for \$23,571.85 is \$9,829 under the budget for banners and holiday decor. She reported that the median in front of Bandera is the only median in CDM with electricity which ruled out other locations for holiday decorations that require power. Mary Locey commented that the power outlets in the median in front of Bandera are maxed-out

and cannot accommodate an additional power draw. Stacey Jordan recommended that the BID board authorize the purchase of twenty (20) snowflakes for the Christmas tree in the median at an additional cost of \$4,967. She added that the snowflakes utilize LED illumination which has a very low power draw. Bernie asked about the cost of annual storage and maintenance of the snowflakes in addition to the purchase price. Ms. Jordan stated that storage and installation will cost an additional \$530 for the first year after the purchase with another \$800 for refurbishment beginning in the second year in addition to storage.

MOTION:

Scott Palmer moved to spend the previously approved \$5,000 for the purchase of twenty (20) snowflakes. Tom Nicholson seconded. Discussion followed. No vote taken.

Discussion: Keith Dawson commented that the additional expenditure for the snowflakes should be conditioned on confirming that the electrical service in the median can handle the additional power draw. Ms. Jordan again stated that the LED-illuminated snow flakes draw very little power.

The Chairman then called for the vote: Motion unanimously approved.

A brief discussion followed regarding the placement of the menorah if requested in relation to the other decorations in the median in front of Bandara.

BID Landscape Maintenance Contract Status. Mary Locey reported that all of the landscape maintenance proposals have been assembled and that Scott Laidlaw needs to review them to assist in selecting the best proposal. Bernie requested that he be given an opportunity to review the scope of work of the proposed landscape maintenance proposals. Ron Yeo voiced his continuing concern about tree pruning practices. Mary confirmed that tree trimming is not included within the scope of landscape maintenance and that tree trimming is the City's responsibility. Scott Laidlaw commented that Hong Kong Orchid trees are not the best choice for CDM and that thought should be given to replacing the Hong Kong Orchids with another tree species. It was the consensus that the issue of replacing the Hong Kong Orchid trees with a different tree species should be placed on a future agenda.

E. Revitalization Improvement Projects & Maintenance Items

Task / Action Review

Gateway Improvements – Bernie reported that he spoke with the City's Mike Sinacori who indicated that the City is presently busy on other projects and that the Gateway Improvement Project is not a priority at the present time. Bernie added that the City intends to wait for the results of the parking study before focusing on the Gateway project. Ron Yeo suggested that getting electrical power to the MacArthur/PCH median should be included with other improvements.

Parking Project – In Jim Walker’s absence, Bernie reported a Parking Managing Plan Workshop public outreach meeting is scheduled for October 29, 2013 at 6 p.m. in the Civic Center Community Room at City Hall. Nancy Gardner reported that residents in the Old School development are galvanized against any expansion of the parking lot adjacent to the Old School Park.

Marguerite Project . Bernie reported that a signed agreement had been forwarded to Rabben/Herman but that he had not heard back from them. Mary Locey indicated that a City Services Agreement is being prepared but has not yet been forwarded to Rabben/Herman. Ron Yeo indicated that Rabben/Herman is ready to begin the design work even without a contract. Ron suggested forming a sub-committee to oversee the project and that a phased approach to the project would be appropriate. Ron added that Phase I of the project could be replacing the cracked driveway adjacent to Franklin Realty with Phase II to include the sidewalk replacement. Bob Quaid will work with Mary Locey to coordinate the project with the City’s public works department. Mary indicated the need to coordinate with the City Manager to determine the work load for the project. Bernie circulated a concept plan prepared by Urban Land Institute for the “Arrival Gateway” at the entrance to Lido Village. Nancy Gardner commented that enhanced pavement requires enhanced maintenance and looks bad if it is not properly maintained. Bernie stated that the Urban Land Institute is involved with Balboa Village and Lido Village and that he will ask ULI to look at CDM for design concepts. He added that ULI will work with a large spectrum of design budgets from high to low cost. Bernie added that landowners who occupy the corners of intersections may be willing to contribute to project that improve the intersections adjacent to their businesses.

Street Furniture Maintenance. Ron Yeo circulated a map showing possible locations for bike racks within the CDM business district. Brad Sommers indicated that some of the previously proposed bike rack locations have been ruled out and that approximately 40 locations are presently under consideration. He added that an outreach program to the affected property owners is planned and that a no-fee encroachment permit is envisioned. Guest Alan Brandenburger of Bike Share introduced himself and indicated his willingness to consult with the bike rack program. Brad Sommers indicated that the City is looking into different bike rack designs and that questions remain concerning who will own and maintain the bike racks. Brad added that the next step is generating a simple encroachment permit and that approximately 40 hours of administrative time would be needed for that task. Ron suggested that the bike racks should be the same green color as the trash can enclosures and the benches. He added that the exact green color currently in use is available from Newport Mesa Powder Coating.

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ACTION ITEM:

Ron Yeo's bike rack report should be refined so that it can serve as the memo to the property owners of the planned installation of bike racks in the CDM business district.

Ron Yeo reiterated his support for "bulb-outs" to create space for on-street bike racks. Ron then circulated his Newspaper Rack Replacement Project, including five recommended action items. Ron recommended obtaining an encroachment permit and installing the 6-gang-style newspaper racks with the expectation that the various publications would want to use them. Scott Palmer agreed with Ron's "carrot vs. stick" approach. Bernie recommended that the newspaper rack ordinance should be changed before any other action is taken. He added that Balboa Island's newspaper rack ordinance should be adapted for use in CDM. Ron indicated that he would speak with Tony Petros to find out how much staff time would be needed to generate a newspaper rack ordinance for CDM styled after the Balboa Island ordinance.

MOTION:

Scott Palmer moved to pursue adopting the Balboa Island newspaper rack ordinance for use in CDM . Keith Dawson seconded. Discussion followed. No vote taken

Mary Locey questioned whether the motion was to adopt the exact language of the Balboa Island ordinance . A discussion followed regarding the need for appropriate wording revisions in the Balboa Island ordinance so that it would apply to CDM.

AMENDED MOTION:

Scott Palmer moved to pursue adopting the Balboa Island newspaper rack ordinance with appropriate wording revisions for use in CDM . Keith Dawson seconded and the revised motion was approved by unanimous vote.

Signal Arm Modifications.

Brad Sommers reported that there are 14 intersections in CDM, 7 of which are between Avocado and Poppy. He added that there are different illumination needs for safety lights versus ambient illumination needs. Brad indicated that the City is looking at the lighting requirements and the timeline for bidding signal arms is not until winter of 2014 .

Sidewalk Steam Cleaning - Enforcement Letter No report.

Tree Wells. No report.

Plaza Upkeep. No report.

Landscaping. No report.

Pocket Park. In Ed Selich's absence, Bernie reported that work on the installation of the Pocket Park will be delayed until after the first of the year.

Other – Discussion. None.

F. Marketing Report.

Website Status Update. Linda reported that she is continuing to work with Gary Sherwin of Visit Newport concerning website development and that progress is being made.

Beautification Award Proposal. Linda stated that Farmers & Merchants Bank and Bliss Home Design are under consideration for the beautification award.

MOTION:

Scott Palmer moved that the beautification award for November be awarded to Farmers & Merchants Bank. Keith Dawson seconded and the motion was approved by unanimous vote.

MOTION:

Scott Palmer moved that the beautification award for December or January be awarded to Bliss Home Design. Scott Laidlaw seconded and the motion was approved by unanimous vote.

2014 CDM Business Directory. Linda Leonhard reported that there is competition for ad space in the Directory.

Linda added that the Christmas Walk is coming up and that the BID will be represented. A discussion followed regarding the display at the BID table/booth. A poster of the Pocket Park and a sample of the bike rack for the Bike the CDM Village was discussed. Bernie suggested asking the consultant for a the Marguerite project for a rendering of the project for display at the BID booth.

MOTION:

Scott Palmer moved that \$500 be allocated for BID public relations/promotional material for the Christmas Walk. Scott Laidlaw seconded and the motion was approved by unanimous vote.

Linda then reported that the Holiday Shop CDM newspaper ad campaign is in full swing to promote shopping in CDM. She noted that four (4) full-page print ads will cost \$5,000 which is

half the amount budgeted for that item. Scott Palmer inquired if the QR code in the ads from last year generated any feedback. Linda responded that the QR code resulted in increased traffic to the webpage.

MOTION:

Scott Palmer moved that \$5, 000 from the BID's advertising budget be expended to purchase four (4) full-page ads to be published beginning prior to Thanksgiving and throughout the holiday season. He added that the ads should have a feedback mechanism. Scot Laidlaw seconded and the motion was approved by unanimous vote.

CDM Chamber of Commerce Report. Linda reported that preparations for the Christmas Walk are in full swing and that Farmers & Merchants Bank would be a presenting sponsor this year. Linda added that a second beer garden is proposed this year . Linda announced that a Chamber mixer would be held on October 29th at 5:30 p.m. at El Ranchito Restaurant.

6. CORONA DEL MAR BID ANNOUNCEMENTS - FUTURE AGENDA ITEMS

None.

7. ADJOURNMENT

MOTION:

At 9:25 a.m., Scott Palmer moved to adjourn the meeting. Bernie seconded and the motion was approved by unanimous vote.

The meeting was adjourned at 9:25 a.m.

Next meeting: December 5, 2013